



Ajay Janardhan

Digital Strategist



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Dear **Hiring Manager**,

I am writing to express my interest in the Social Media Manager position at your company.

With 4.5 years of comprehensive experience in the eCommerce space, where I have successfully managed digital marketing, content creation, video production, and social media management, I am confident that my skill set and passion for creating engaging digital content align perfectly with the needs of your team.

At SellerApp, I honed my ability to lead social media strategies that increased follower engagement by 84% and significantly boosted brand awareness. Managing platforms such as Facebook, Instagram, LinkedIn, Twitter, Reddit, and YouTube, I developed an in-depth understanding of community-building and engagement.

I also utilized data-driven insights through tools like Zoho, Google Analytics, and Hootsuite to consistently optimize content performance, helping to elevate the company's online presence and drive traffic.

I believe my experience in building and executing **Social Media Strategies** for dynamic brands as well as my experience in **Data Analytics** would add significant value to your team.

I am adept at producing creative, high-quality content—be it written or video—that resonates with audiences, while leveraging analytics to fine-tune strategies for greater impact.

I would be thrilled to bring my digital expertise, creativity, and passion for social media to your marketing team and contribute to its continued success. I look forward to the opportunity to discuss how my background aligns with the company's goals and how I can support your social media efforts.

Thank you for considering my application. I am excited about the possibility of contributing to the organization and would welcome the opportunity for an interview at your convenience.

Sincerely,

Ajay Janardhan



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